

- (1) Year Covered: _____
- (2) Brand Family Name: _____
- (3) Descriptions: _____
- (4) Product Length: _____
- (5) Filter: _____ Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: _____
- (9) "Tar": _____ Nicotine: _____ CO.: _____ N/A
- (10) Variety Units Sales: _____
- (11) Variety Dollar Sales: _____
- (12) First Date Sold: _____ N/A Last Date Sold: _____ N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers) : _____
- (14) CAT-B-Expenses (Magazines) : _____
- (15) CAT-C-Expenses (Outdoor) : _____
- (16) CAT-D-Expenses (Audio Visual): _____
- (17) CAT-E-Expenses (Public Transport.) : _____
- (18) CAT-F-Expenses (Direct Mail) : _____
- (19) CAT-G-Expenses (Point of Sale): _____
- (20) CAT-H-Expenses (Promotional Allowances) : _____
- (21) CAT-I-Expenses (Sampling) : _____
- (22) CAT-J-Expenses (Items) : _____
- (23) CAT-K-Expenses (Public Entertainment) : _____
- (24) CAT-L-Expenses (Endorsement) : _____
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____
- (26) CAT-N-Expenses (All Others) : _____
- (27) Total Reportable Expenditures For Variety: _____
- (28) Sporting Events: _____